

REMARKS

Favorable reconsideration of this application as presently amended and in light of the following discussion is respectfully requested.

Claims 1, 4, 5, 10, 13-21, 23-30, 32, 33, and 47-54 are pending in the present application. Claims 1, 10, 21, and 47-54 are amended by the present amendment.

In the outstanding Office Action, Claims 1, 4, 5, 10, 13-21, 23-27, 29-30, 32, 33, and 47-54 were rejected under 35 U.S.C. § 103(a) as unpatentable over Daily et al. (U.S. Patent Application Publication No. 2004/0123320, herein "Daily"), Duarte (U.S. Patent No. 7,093,201) and Twerdahl et al. (U.S. Patent Application Publication No. 2004/0221243, herein "Twerdahl"), and Claim 28 was rejected under 35 U.S.C. § 103(a) as unpatentable over Daily in view Duarte, Twerdahl, and Butler (U.S. Patent No. 6,154,199).

Independent Claims 1, 10, 21, 53, and 54 have been amended to more clearly recite that a first image is displayed together with other images of media items at a current semantic level and, after a transition occurs from the current semantic level to a different semantic level, the first image is displayed without the images of the media items. The claim amendments find support, for example, in Figures 19 and 20 and their corresponding description in the specification. No new matter has been added.

The rejections of the claims are respectfully traversed for the following reasons.

Briefly recapitulating, independent Claim 1 is directed to a control framework for organizing, selecting and launching media items. One of the media items is

represented by a first image and other media items are represented by other images. The media items are represented at a current semantic level such that the first image and other images are displayed together. After a transition process, from the current semantic level to a different semantic level, the first image corresponding to the one media item is displayed without the other images of the media items and the size and the location of the first image is changed such that the first image translates from a first location at the current semantic level to a second location at the different semantic level. Independent Claims 10, 21, 53, and 54, although different from independent Claim 1, have been amended similar to independent Claim 1.

In a non-limiting example, Figure 19 shows that the first image Apollo 13, corresponding to the one media item, is displayed together with other images, for example, A Beautiful Mind, at the current semantic level. However, after a user selects the Apollo 13 image, the transition takes place to the different semantic level showed in Figure 20, in which the first image Apollo 13 is displayed without the other images of the other media items, for example, A Beautiful Mind.

Turning to the applied art, the outstanding Office Action recognizes at page 4, last four lines, that "Daily fails to expressly teach a means for transitioning as recited in claim 1" and for these reasons, the outstanding Office Action relies on Duarte for teaching such a feature. Further, on page 5 of the outstanding Office Action, first full paragraph, the Examiner states that "Duarte fails to expressly teach means for transitioning from the current semantic level, at which one of said one of said media

items is displayed together **with other media items of said media items**, to said different semantic level, **at which said one of said media items is displayed without said other media items of said media items.**"

To cure these deficiencies of Daily and Duarte, the outstanding Office Action relies on Twerdahl, which is asserted to disclose in paragraphs [0019] and [0020] and in Figures 2 and 3 such means for transitioning from a current semantic level to a different semantic level. Twerdahl shows in Figure 2 a handheld computing device having a screen 200 in which multiple icons 202-208 are displayed in a circle pattern. Further, Twerdahl discloses in paragraphs [0019] and [0020] that a user, can select an icon 206, e.g., the Info Tools icon 206. However, once the Info Tools icon 206 is selected in screen 200, that icon is not displayed in screen 300 as shown in Figure 3, but rather new icons 302-318 are displayed, which are related to the originally selected Info Tools icon 206. In addition, a visual inspection of the icons in Figures 2 and 3 shows that icon Info Tools 206 is not shown on screen 300.

Therefore, Applicants respectfully submit that Twerdahl does not teach or suggest transitioning from Figure 2, in which the Info Tools icon 206 is displayed together with other icons, to a different semantic level shown in Figure 3, in which the Info Tools icon 206 is displayed without the other icons because the Info Tools icon 206 is simply missing in Figure 3. In other words, Twerdahl does not maintain any selected icon from one level to another level but rather substitutes the selected icon with related icons.

Accordingly, it is respectfully submitted that independent Claims 1, 10, 21, 53, and 54, and each of the claims depending therefrom patentably distinguish over Daily, Duarte, and Twerdahl.

The remaining applied art has been considered but none of the cited references cures the above-noted deficiencies of Daily, Duarte, and Twerdahl. Accordingly, it is respectfully submitted that dependent Claim 28 is also patentable for the same reasons as discussed above.

Consequently, in light of the above discussion and in view of the present amendment, the present application is believed to be in condition for allowance and an early and favorable action to that effect is respectfully requested. Should the Examiner have any questions regarding this response or the application in general, he is invited to contact the undersigned at (540) 361-2601.

Respectfully submitted,

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